



# Marketing Policy and Procedures

## Policy

1. This policy supports the Standards for Registered Training Organisations (RTOs) 2015-Standards 4, 5 and 8 and Standard 1 and 7 of ESOS National Code 2018.
2. The College ensures its marketing and advertising of the Australian Qualifications Framework (AQF) and VET qualifications to prospective clients and learners is ethical, accurate and consistent with its scope of registration.
3. The College must ensure that information including Marketing information and materials, whether disseminated directly by the College or on its behalf, is both accurate and factual, and:
  - accurately represents the services it provides and the training products on its scope of registration
  - includes its RTO Code
  - refers to another person or organisation in its marketing materials including testimonials and photos only if the consent of that person or organisation has been obtained
  - uses the Nationally Recognised Training (NRT) Logo only in accordance with the conditions of use specified in Schedule 4 of the Standards for RTOs 2015
  - makes clear where a third party is recruiting prospective learners for the College on its behalf
  - distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by the College
  - includes the title and code of any training product, as published on the National Register, referred to in that information
  - only advertises or markets a non-current training product while it remains on the College's scope of registration
  - only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised
  - includes details about any government funded subsidy or other financial support arrangements associated with the College's provision of training and assessment, and
  - does not guarantee that:
    - a learner will successfully complete a training product on its scope of registration, or
    - a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2 of the Standards for RTOs 2015
    - a learner will obtain a particular employment outcome where this is outside the control of the College.

### **Additional requirements for the College as a provider of courses for international / overseas students registered on CRICOS:**

The college must:

- a. ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students,



- including through an education agent (in accordance with Standard 4 of the National Code 2018), is not false or misleading, and is consistent with Australian Consumer Law.
- b. in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on:
    - i. its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
    - ii. any work-based training a student is required to undertake as part of the course
    - iii. prerequisites—including English language proficiency—for entry to the course
    - iv. any other information relevant to the registered provider, its courses or outcomes associated with those courses.
  - c. not:
    - i. claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider
    - ii. guarantee a successful education assessment outcome for the student or intending student.
  - d. include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
    - i. providing or offering to provide a course to an overseas student
    - ii. inviting a student to undertake or apply for a course, or
    - iii. indicating it is able or willing to provide a course to overseas students.
  - e. not actively recruit a student where this conflicts with its obligations under Standard 7 of the National Code 2018 (Overseas student transfers).
4. The College uses the Nationally Recognised Training (NRT) logo only in accordance with its conditions of use as permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses.
5. The College ensures the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.
6. The College must:
- a. clearly identify the College's legal name, and CRICOS number in written marketing materials for international students, including electronic form.

This means that all written and electronic material that is used for marketing and recruitment of overseas students lists the College's legal entity and CRICOS code. The College's trading name is not required, but may also be included. Examples of marketing material used for recruitment purposes could include:

    - information about courses for overseas students including course outlines/handbook if used to market courses and recruit students;
    - the homepage of the College's website and pages relating to international student services;
    - information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the College for the purpose of marketing to and recruiting students;
    - an advertisement for courses for international students in an Australian or foreign newspaper;



- materials that promote and advertise courses with the College (including cards which may be considered more advertisements than conventional business cards);
  - a letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes; and
  - emails that are sent to students offering enrolment or informing students of courses.
- b. not give false or misleading information or advice in relation to:
- claims of association between providers
  - the employment outcomes associated with a course
  - automatic acceptance into another course
  - possible migration outcomes, or
  - any other claims relating to the registered provider, its course or outcomes associated with the course.
7. Prior to enrolment or the commencement of training and assessment, whichever comes first, the College provides advice to the prospective learner about the training product appropriate to meeting the learner's needs, taking into account the individual's existing skills and competencies.
8. Prior to enrolment or the commencement of training and assessment, whichever comes first, the College provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the College and at a minimum includes the following content:
- the code, title and currency of the training product to which the learner is to be enrolled, as published on the National Register
  - the training and assessment, and related educational and support services the College will provide to the learner including the:
    - estimated duration
    - expected locations at which it will be provided
    - expected modes of delivery
    - name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on the College's behalf, and
    - any work placement arrangements.
  - the College's obligations to the learner, including that the College is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF certification documentation.
  - the learner's rights, including:
    - details of the College's complaints and appeals process required by Standard 6 of the Standards for RTOs 2015, and
    - if the College closes or ceases to deliver any part of the training product that the learner is enrolled in
  - the learner's obligations:
    - any requirements the College requires the learner to meet to enter and successfully complete their chosen training product, and
    - any materials and equipment that the learner must provide, and



- information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services if applicable.
9. Prior to accepting an overseas student or intending overseas student for enrolment in a course, the College must make comprehensive, current and plain English information available to the overseas student or intending overseas student on:
    - a. the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable
    - b. the CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training, placements, other community-based learning and collaborative research training arrangements, and assessment methods
    - c. course duration and holiday breaks
    - d. the course qualification, award or other outcomes
    - e. campus locations and facilities, equipment and learning resources available to students
    - f. the details of any arrangements with another provider, person or business who will provide the course or part of the course if applicable. The College does not have any arrangements with another provider in providing its courses.
    - g. indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the College's cancellation and refund policies
    - h. the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
    - i. the ESOS framework, including official Australian Government material or links to this material online
    - j. accommodation options and indicative costs of living in Australia.
  10. The College will provide learners with information prior to commencement of services including any third party arrangements affecting the delivery of training and/or assessment if applicable.
  11. The College will provide or make readily available information to the learner that outlines the services the College will provide the learner, along with the rights and obligations of the learner and the College. This information is contained in the College' marketing materials, Letter of Offer and/ or Written Agreement.
  12. The College will ensure that where services are provided on its behalf by a third party the provision of those services is the subject of a written agreement.
  13. The College will be responsible for ensuring transparent and accurate information about College's services and performance is accessible to prospective and current learners and clients of the College, regardless of any arrangements to have this information distributed on behalf of the College.
  14. The College will ensure third party arrangements are documented and transparent to facilitate the Regulator's knowledge that such arrangements exist.
  15. The College will ensure consent has been gained from another person or organisation for marketing material such as student testimonials or photos.
  16. This policy applies to the College's staff and third parties that provide services for student recruitment on behalf of the College / education agents.
  17. The CEO is responsible for the implementation of the policy and procedures and to ensure that staff and education agents are aware of its application and implement its requirements.



## Procedures

1. The Chief Executive Officer (CEO) ensures that:
  - a. the College markets courses within the Scope of Registration with integrity, accuracy and professionalism, avoiding vague and ambiguous statements. No false or misleading comparisons are to be drawn with any other provider or course.
  - b. the College does not state or imply that courses other than those within the Scope of Registration are recognised by the registering authority.
  - c. the College recruits students at all times in an ethical and responsible manner consistent with the requirements of courses.
  - d. application and selection processes are explicit and defensible and equity and access principles are observed.
2. The Marketing materials will advise prospective students of comprehensive information including but not limited to:
  - its Scope of Registration;
  - application processes and selection criteria;
  - fees involved in undertaking training;
  - fees and refund policy and procedures;
  - qualifications to be issued on completion or partial completion of courses;
  - competencies to be achieved during training;
  - assessment procedures including recognition of prior learning;
  - literacy and numeracy requirements;
  - Complaints and Appeals Policy and Procedures;
  - staff responsibilities;
  - facilities and equipment; and
  - student support services
  - the College's and students' obligations
  - other specified information included in this policy.
3. The development of marketing materials including website is overseen and monitored by the Chief Executive Officer/ delegate.
4. The CEO/ delegate is to sign off all marketing materials. In approving marketing materials including for international students, the CEO is to use the Marketing Information and Practices Checklist.
5. Approval for marketing materials must be gained prior to release. This approval relates to the accuracy of information contained in any promotion. Release for any material that is related to any joint programs must follow the appropriate third party provider policies and procedures.

### Process of Approving Marketing Materials including for International Students

	STEPS	WHO IS RESPONSIBLE?	COMMENTS
1.	Review Marketing Information and Practices Checklist	Marketing Officer	Located in the Marketing/ Forms folder
2.	Produce marketing material	Marketing Officer	Material must adhere to Marketing



	STEPS	WHO IS RESPONSIBLE?	COMMENTS
	artwork.		Information and Practices Checklist
3.	Complete and sign Marketing Information and Practices Checklist	Marketing Officer	
4.	Photocopy and file completed Marketing Information and Practices Checklist	Marketing Officer	For auditing purposes
5.	Review Marketing Information and Practices Checklist and marketing material artwork for ESOS compliance.	CEO	
6.	Liaise with Marketing team for amendments.	CEO	
7.	Document amendment communication.	CEO	Print all email correspondence and place in Marketing Material Approval folder.
8.	Sign Marketing Information and Practices Checklist, print and attach the final approved version of the marketing material and send together to Marketing Officer	CEO	All Checklist approvals require manual signature and must be sent in hard copy (or scanned copy electronically,) with a print out of the final approved version of marketing material attached
9.	File countersigned approved Marketing Information and Practices Check list and final approved version of marketing material.	CEO/ Delegate	File approved checklist & Marketing Material in Marketing Material approval folder for auditing purposes

### Timelines

Responsible	Type of Marketing Material	Estimated Duration
CEO	The CEO is to approve marketing materials including for international students if it includes the following: course title, CRICOS course code, duration, fees, location, CRICOS provider no.	2 days
CEO	The CEO is to approve marketing material if it includes academic course contents, such as: course outline, entry requirements, Credit transfer / RPL, application method, content, teaching resources, delivery methods, learning facilities, and assessment.	4-5 Days